



## MINUTES

### DISCOVER FLAGSTAFF TOURISM COMMISSION

July 27, 2021 – 1:00 p.m.-3:00 p.m.

[Join Microsoft Teams Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

#### A. CALL TO ORDER

Commissioner Jimenez called the meeting to order at 1:01 p.m.

#### B. ROLL CALL:

Terry Madeksza, Chair, [excused](#)  
Jennifer Grogan, Vice-Chair, [excused](#)  
Steve Finch, [present](#)  
Lynda Fleischer, [present](#)

Ellen Jimenez, [present](#)  
Joe O'Donnell, [present](#)  
Jennifer Rolley, [present](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

#### C. LOCAL CHECK-IN

- A. Chair & Commissioners - [None](#)
- B. Council Liaison – Councilmember Regina Salas – [Out of the Country](#)

#### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

#### E. APPROVAL OF MINUTES

- A. June 22, 2021 Tourism Commission Meeting

#### [MOTION](#)

Commissioner Finch moved to pass the June 22, 2021 minutes as written, Commissioner O'Donnell seconded the motion. The motion passed with four yes votes and one abstain vote.

#### F. DISCUSSION

- A. New Website and Brand - Jonathan Stone, Executive Director, Flagstaff Arts Council/Coconino Center for the Arts

Jonathan Stone, Executive Director of Creative Flagstaff formerly Flagstaff Arts Council. He introduced and spoke on the following:

1. What's in a name? New name, Creative Flagstaff.
2. Leadership Team – 14 Voting Members 9 on the Advisory Board
3. New Brand and Website – A connecting intertwining thread in an infinite loop represents limitless intersections of arts and ideas. New website, [creativeflagstaff.org](http://creativeflagstaff.org)
4. Our strategic and action plans – 5-7-year timeframe, Supported by community input, 3 Phases (available on website)
  - a. Discover Creativity Discover Opportunities – FY22 Action Plan
5. Key New Programs
  - a. Dark Sky Art & Ideas Festival – Tentative date: May 19-29, 2023. One week after NAU graduation to include Memorial Day. Delegation to ArtPrize, Grand Rapids.

- b. Digital Resources & Education Center – Helps Flagstaff’s cultural sector tell its story. Supported by a generous \$100,000 grant from the Carl and Marilyn Thoma Foundation. Repurposing some space at the Cultural Arts Center.
- 6. What does it mean for tourism? A catalyst for cultural and heritage tourism. Build audience and inspire the next generation.
- 7. Community Involvement and Support. Volunteer and get involved. Financial support, and Spread the word, help build a coalition of champions.

Questions/Comments:

Commissioner Jimenez stated that it is very impressive work.

Commissioner O’Donnell - Are there any discussions regarding incorporated art into their tourist venues? Any permanent installations? Thoughts that the festival will provide a lasting mark, and a conduit for an opportunity to enhance the City’s Public Art Program.

**G. REPORTS**

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Lowell Observatory updated the Commissioners on the current visitation numbers for June 2021. Lowell Observatory, The Arboretum at Flagstaff, and Museum of Northern Arizona are holding their virtual content. Arizona Snowbowl numbers reflect June 1-22 closed due to forest closures.

B. Director & Staff

Staff gave monthly report for June 2021 for Administrative, Marketing, Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

Commissioner Jimenez – stated the Accommodation Indicators numbers are fantastic.

Commissioner Finch – stated that the numbers from the past few months shows that the Discover Flagstaff is doing a fantastic job as compared to other cities.

C. Chair

None.

**H. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS**

A. Agenda Items

B. Next meeting date: August 24, 2021

**I. ADJOURNMENT**

Commissioner Fleisher made a motion to end the meeting at 2:44 p.m. Commissioner Rolley seconded the motion. The motion is unanimously approved.